

Post-it® brand fax transmittal memo 7571 # of pages 10	
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CONTRACT APPROVAL REQUESTPromotion:

**CALLE OCHO/OPEN HOUSE FESTIVAL
Marlboro, Miller Brewing and Kraft General Foods
Event Sponsorship**

Vendor:

Kiwanis Club of Little Havana

Financial Impact:

1994 - \$120,440

**Marlboro \$40,270, due ten days of
execution of agreement**

Miller Brewing - \$32,385, due by March 4

Kraft General Foods - \$47,785, due by March 10

1993 - \$103,700

**Increase due to 7.5% annual fixed increase (\$7,777
shared by all operating companies) and \$8,963 for
additional name generation locations (shared by all
operating companies).**

Project Manager:

Jose Fontanez

Contract/Program Description:

The attached contract by Philip Morris Management Corporation covers the arrangement for participation in the Carnaval Miami Golf Classic, March 11, 1994, and Calle Ocho Festival, March 13, 1994. This event involves entertainment, booths, food and crafts. More than 1.7 million people are expected to attend.

As the exclusive tobacco sponsor, the Marlboro brand will have a major presence at this event through:

- Marlboro will have the exclusive rights to the golf cart signage on both the Blue and Gold course;
- Marlboro will have the rights to place 4' x 10' banners highlighting the longest drive hole competition at the Main Gate and selected golf holes at both the Blue and Gold course;

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